

ORDER



Orders
Order / Rev: 187607
Alt Order #:
Product Desc: Fair Share Action-Priorities USA Action
Estimate: 1917
Flight Dates: 11/02/12 - 11/06/12
Original Date / Rev: 11/01/12 / 11/01/12
Order Type: GENERAL

KMGH

Primary AE: David Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: Mundy Katowitz Media
Buying Contact:
Billing Contact:
 1322 G. Street SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Issue/Fair Share Action-Priorites USA
Demographic: A25-54
Product Codes: PL23-Issue/Prop
Priority: P1
Revenue Codes: POL, POL, ISS

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	6	\$20,100.00	\$17,085.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	6	\$20,100.00	\$17,085.00	0.00
Totals	6	\$20,100.00	\$17,085.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KMGH	20%	\$20,100.00
Market	100%	\$100,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBDI	0%	\$0.00
KCEC	0%	\$0.00
KCNC	20%	\$20,100.00
KDEN+	0%	\$0.00
KDVR+	20%	\$20,100.00
KFCT	0%	\$0.00
KMAS	0%	\$0.00
KPXC	0%	\$0.00
KRMA	0%	\$0.00
KRMT	0%	\$0.00
KTFD	0%	\$0.00
KTVB	20%	\$20,100.00
KUSA	20%	\$20,100.00
KWGN	0%	\$0.00
KWHD	0%	\$0.00
KZCO	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	11/04/12	11/05/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P	M- - - - S	:30	2	\$5,000.00	P1	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	M- - - - S		2				\$5,000.00		0.00			
N 2	KMGH	11/04/12	11/04/12	9A-10A SUN MORN NEWS 9A-10A SUN MORN NEWS	CA	9A-10A	- - - - - S	:30	1	\$2,100.00	P1	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - S		1				\$2,100.00		0.00			
N 3	KMGH	11/04/12	11/04/12	SUN Sports Extra-KMGH 10P News Sunday Sports	CA	1037P-11p	- - - - - S	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - S		1				\$2,000.00		0.00			
N 4	KMGH	11/06/12	11/06/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A	- T- - - - -	:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	- T- - - - -		1				\$3,000.00		0.00			
N 5	KMGH	11/06/12	11/06/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A	- T- - - - -	:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	- T- - - - -		1				\$3,000.00		0.00			
													Totals	6	\$20,100.00